



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Plus  
160 Roy Street  
Seattle, WA 98109

## Contract # 321249

**Schedule Dates** 10/14/12-11/05/12  
**Advertiser** POL/R DUNN/R/ATTORNEY GENERAL (16654)  
**Agency** Media Plus (1002)  
**Product** Political (1065)  
**Brand** REPUBLICAN/R DUNN (132552)  
**Salesperson** Bond, Scott (1407)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Spot Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 07/09/12  
**Last Modified** 08/10/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$24,156.00  
**Net Total** \$136,884.00  
**Sales Tax**

## Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	63	\$113,045.00
Nov. 2012	31	\$47,995.00
<b>Grand Total:</b>	<b>94</b>	<b>\$161,040.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	4:57P- KIRO 7 EYEWITNESS NEWS @ 5P		1		1		1			3	\$850.00	\$2,550.00	Seattle (KIRO)		8/10/12
27.0	Normal Line / Spot	10/15/12-10/18/12	4	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1	1	1	1				4	\$650.00	\$2,600.00	Seattle (KIRO)		8/10/12
28.0	Normal Line / Spot	10/22/12-10/25/12	4	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1	1	1	1				4	\$650.00	\$2,600.00	Seattle (KIRO)		8/10/12
29.0	Normal Line / Spot	10/15/12-10/18/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1		1	1				3	\$800.00	\$2,400.00	Seattle (KIRO)		8/10/12
30.0	Normal Line / Spot	10/23/12-10/25/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P			1	1	1				3	\$800.00	\$2,400.00	Seattle (KIRO)		8/10/12
31.1	Normal Line / Spot	10/15/12-10/18/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1	1	1	1				4	\$1,500.00	\$6,000.00	Seattle (KIRO)		8/10/12
32.1	Normal Line / Spot	10/24/12-10/26/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM				1	1	1			3	\$1,500.00	\$4,500.00	Seattle (KIRO)		8/10/12
33.0	Normal Line / Spot	10/16/12-10/18/12	4	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1				3	\$470.00	\$1,410.00	Seattle (KIRO)		8/10/12

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Date:

Accepted-Station:

Date:

Comments:

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34.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1				3	\$470.00	\$1,410.00	Seattle (KIRO)		8/10/12
35.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	9P- NCIS: LOS ANGELES			1						1	\$5,600.00	\$5,600.00	Seattle (KIRO)		8/10/12
36.0	Normal Line / Prime	10/16/12-10/16/12	4	:30	9P- NCIS: LOS ANGELES			1						1	\$4,500.00	\$4,500.00	Seattle (KIRO)		8/10/12
37.0	Normal Line / Prime	10/17/12-10/17/12	3	:30	7:57P- SURVIVOR				1					1	\$4,800.00	\$4,800.00	Seattle (KIRO)		8/10/12
38.0	Normal Line / Prime	10/24/12-10/24/12	3	:30	7:57P- SURVIVOR				1					1	\$4,800.00	\$4,800.00	Seattle (KIRO)		8/10/12
39.0	Normal Line / Prime	10/18/12-10/18/12	3	:30	9P- PERSON OF INTEREST					1				1	\$4,000.00	\$4,000.00	Seattle (KIRO)		8/10/12
40.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	9P- PERSON OF INTEREST					1				1	\$4,000.00	\$4,000.00	Seattle (KIRO)		8/10/12
41.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6:56P- ENTERTAINMENT THIS WEEKEND							1		1	\$365.00	\$365.00	Seattle (KIRO)		8/10/12
42.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$210.00	\$210.00	Seattle (KIRO)		8/10/12
43.0	Normal Line / Prime	10/20/12-10/20/12	4	:30	9P- CRIMETIME SATURDAY							1		1	\$1,300.00	\$1,300.00	Seattle (KIRO)		8/10/12
44.0	Normal Line / Prime	10/27/12-10/27/12	4	:30	9P- CRIMETIME SATURDAY							1		1	\$1,300.00	\$1,300.00	Seattle (KIRO)		8/10/12
45.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$1,000.00	\$1,000.00	Seattle (KIRO)		8/10/12

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46.0	Normal Line / Spot	10/14/12-10/14/12	3	:30	4P- SEAHAWKS POST-GAME SHOW								1	1	\$3,850.00	\$3,850.00	Seattle (KIRO)		8/10/12
47.0	Normal Line / Prime	10/21/12-10/21/12	3	:30	10P- THE MENTALIST								1	1	\$4,600.00	\$4,600.00	Seattle (KIRO)		8/10/12
48.0	Normal Line / Prime	10/21/12-10/21/12	3	:30	6:57P- 60 MINUTES								1	1	\$4,300.00	\$4,300.00	Seattle (KIRO)		8/10/12
49.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$550.00	\$2,750.00	Seattle (KIRO)		8/10/12
50.0	Normal Line / Spot	10/22/12-10/26/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$550.00	\$2,750.00	Seattle (KIRO)		8/10/12
51.0	Normal Line / Prime	10/24/12-10/24/12	3	:30	9P- CRIMINAL MINDS				1					1	\$4,700.00	\$4,700.00	Seattle (KIRO)		8/10/12
52.0	Normal Line / Prime	10/19/12-10/19/12	3	:30	10P- BLUE BLOODS						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/10/12
53.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	10P- BLUE BLOODS						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/10/12
54.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$925.00	\$925.00	Seattle (KIRO)		8/10/12
55.0	Normal Line / Sports- Local Pro	10/14/12-10/14/12	3	:30	12:58P- NFL FOOTBALL								1	1	\$16,500.00	\$16,500.00	Seattle (KIRO)		8/10/12
56.0	Normal Line / Spot	10/29/12-11/01/12	4	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1	1		1				3	\$650.00	\$1,950.00	Seattle (KIRO)		8/10/12

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57.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1	1	1	1	1			5	\$800.00	\$4,000.00	Seattle (KIRO)		8/10/12
58.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1	1	1	1	1			1	\$800.00	\$800.00	Seattle (KIRO)		8/10/12
59.0	Normal Line / Spot	10/30/12-11/01/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM			1	1	1				3	\$1,500.00	\$4,500.00	Seattle (KIRO)		8/10/12
60.0	Normal Line / Spot	10/30/12-11/01/12	4	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1				3	\$470.00	\$1,410.00	Seattle (KIRO)		8/10/12
61.0	Normal Line / Prime	10/30/12-10/30/12	3	:30	9P- NCIS: LOS ANGELES			1						1	\$5,600.00	\$5,600.00	Seattle (KIRO)		8/10/12
62.0	Normal Line / Prime	10/31/12-10/31/12	3	:30	7:57P- SURVIVOR				1					1	\$4,800.00	\$4,800.00	Seattle (KIRO)		8/10/12
63.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	9P- PERSON OF INTEREST					1				1	\$4,000.00	\$4,000.00	Seattle (KIRO)		8/10/12
64.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$210.00	\$210.00	Seattle (KIRO)		8/10/12
65.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	9P- CRIMETIME SATURDAY							1		1	\$1,300.00	\$1,300.00	Seattle (KIRO)		8/10/12
66.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$1,000.00	\$1,000.00	Seattle (KIRO)		8/10/12

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67.0	Normal Line / Prime	10/28/12-10/28/12	3	:30	6:57P- 60 MINUTES								1	1	\$4,300.00	\$4,300.00	Seattle (KIRO)		8/10/12
68.0	Normal Line / Prime	11/04/12-11/04/12	3	:30	6:57P- 60 MINUTES								1	1	\$4,300.00	\$4,300.00	Seattle (KIRO)		8/10/12
69.0	Normal Line / Prime	10/28/12-10/28/12	5	:30	10P- THE MENTALIST								1	1	\$3,700.00	\$3,700.00	Seattle (KIRO)		8/10/12
70.0	Normal Line / Prime	11/04/12-11/04/12	5	:30	10P- THE MENTALIST								1	1	\$3,700.00	\$3,700.00	Seattle (KIRO)		8/10/12
71.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$550.00	\$2,750.00	Seattle (KIRO)		8/10/12
72.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			1	\$550.00	\$550.00	Seattle (KIRO)		8/10/12
73.0	Normal Line / Prime	10/31/12-10/31/12	3	:30	9P- CRIMINAL MINDS				1					1	\$4,700.00	\$4,700.00	Seattle (KIRO)		8/10/12
74.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	10P- BLUE BLOODS						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/10/12
75.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$925.00	\$925.00	Seattle (KIRO)		8/10/12
76.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$925.00	\$925.00	Seattle (KIRO)		8/10/12

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